

ORDER



Orders

Order / Rev: 713756

Alt Order #: 06315867

Product Desc: OBAMA FOR AMERICA

Estimate: 1775

Flight Dates: 09/16/12 - 09/21/12

Original Date / Rev: 09/14/12 / 09/17/12

Order Type: Political

WUSA

Primary AE: Aaron Ashe

Sales Office: T-WAS

Sales Region: NAT

Agency

Name: Greer Margolis Mitchell/ Pol

Buying Contact:

Billing Contact:

3050 K St NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: WEEKLY

Agency Commission: 15%

Advertiser

Name: Obama/D/President

Demographic: A35+

Product Codes: PL-Presidential,Political,PL-Federal

Priority: P-5

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	1	\$28,000.00	\$23,800.00
09/17/12	09/23/12	72	\$173,100.00	\$147,135.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	73	\$201,100.00	\$170,935.00	0.00
Totals	73	\$201,100.00	\$170,935.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/17/12	09/21/12	10-11a	CM	10-11a	MTWTF--	1:00	5	\$900.00	P-2	0.00	NM	4	\$3,600.00
Let's Make a Deal															
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		5				\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	09/17/12-09/23/12		10-11a		10-11a	MTWThF----	1:00		(\$900.00)		0.00	NM		
See MG 2.6,2.7,2.8,2.9,2.10															
[NA due to limited avails in tp]															
E 2	WUSA	09/17/12	09/21/12	Price Is Right	CM	11a-12p	MTWTF--	1:00	5	\$1,700.00	P-2	0.00	NM	9	\$11,000.00
The Price is Right															
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--		5				\$1,700.00		0.00			

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Advertiser: Obama/D/President
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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WUSA	09/17/12	09/21/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	1:00	5	\$1,700.00	P-2	0.00	NM	9	\$11,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,700.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WUSA	09/17/12-09/23/12		Price Is Right		11a-12p	MTWThF----	1:00		(\$1,700.00)		0.00	NM		
See MG 2.6,2.7,2.8,2.9,2.10															
[No room for this 1:00 spot on Monday, other days are ok]															
6	WUSA	09/18/12-09/21/12		5-6a 9 News @ 5a		5-6a	-TWThF----	1:00		\$900.00		0.00	NM		
Ⓜ MG for 1.1,14.1,2.4															
7	WUSA	09/18/12-09/21/12		5-6a 9 News @ 5a		5-6a	-TWThF----	1:00		\$900.00		0.00	NM		
Ⓜ MG for 1.1,14.1,2.4															
8	WUSA	09/18/12-09/21/12		5-6a 9 News @ 5a		5-6a	-TWThF----	1:00		\$900.00		0.00	NM		
Ⓜ MG for 1.1,14.1,2.4															
9	WUSA	09/18/12-09/21/12		5-6a 9 News @ 5a		5-6a	-TWThF----	1:00		\$900.00		0.00	NM		
Ⓜ MG for 1.1,14.1,2.4															
10	WUSA	09/21/12-09/21/12		CBS This Morning		7-9a	-----F----	1:00		\$600.00		0.00	NM		
Ⓜ MG for 1.1,14.1,2.4															
E 3	WUSA	09/17/12	09/21/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MTWTF--	1:00	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
CBS SOAPS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,800.00		0.00						
E 4	WUSA	09/17/12	09/21/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	1:00	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,400.00		0.00						
E 5	WUSA	09/17/12	09/21/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	1:00	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,500.00		0.00						
E 6	WUSA	09/17/12	09/21/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	1:00	5	\$1,400.00	P-2	0.00	NM	5	\$7,000.00
9 NEWS AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,400.00		0.00						
E 7	WUSA	09/17/12	09/21/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	1:00	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
9 NEWS AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,800.00		0.00						
E 8	WUSA	09/17/12	09/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	1:00	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
9 NEWS AT 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,000.00		0.00						
E 9	WUSA	09/17/12	09/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	1:00	5	\$1,600.00	P-2	0.00	NM	5	\$8,000.00
9 NEWS TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$1,600.00		0.00						
E 10	WUSA	09/17/12	09/21/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	1:00	5	\$600.00	P-2	0.00	NM	5	\$3,000.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$600.00		0.00						
E 11	WUSA	09/17/12	09/21/12		CM	730-8P	MTWTF--	1:00	5	\$3,600.00	P-2	0.00	NM	5	\$18,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Entertainment Tonight											
				Entertainment Tonight											
				ET											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$3,600.00		0.00						
E 12	WUSA	09/17/12	09/21/12	9-930a	CM	9-930a	MTWTF--	1:00	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
				Inside Edition											
				INSIDE EDITION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$500.00		0.00						
E 13	WUSA	09/17/12	09/21/12	930-10a	CM	930-10a	MTWTF--	1:00	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
				The Insider											
				THE INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	MTWTF--	5		\$500.00		0.00						
E 14	WUSA	09/16/12	09/16/12	NFL Today	CM	NFL Today	-----S	1:00	1	\$1,600.00	P-3	0.00	NM	0	\$0.00
				NFL Today											
				NFL TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$1,600.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WUSA	09/10/12-09/16/12		NFL Today	NFL Today		-----Su	1:00		(\$1,600.00)		0.00	NM		
				See MG 2.6,2.7,2.8,2.9,2.10											
				[NA/Oversold]											
E 15	WUSA	09/16/12	09/16/12	Sun Prime A	CM	7-8P	-----S	1:00	1	\$28,000.00	P-1	0.00	NM	1	\$28,000.00
				60 Minutes											
				60 MINUTES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	-----S	1		\$28,000.00		0.00						
E 16	WUSA	09/20/12	09/20/12	Thu Prime B	CM	9-10P	---T---	1:00	1	\$20,000.00	P-2	0.00	NM	1	\$20,000.00
				Two and a Half Men/Two and a											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	---T---	1		\$20,000.00		0.00						
E 17	WUSA	09/19/12	09/19/12	Wed Prime A	CM	8-930P	--W----	1:00	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
				Survivor: Phillipines (Season Pr											
				BIG BROTHER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$18,000.00		0.00						
E 18	WUSA	09/18/12	09/18/12	Tue Prime A	CM	8-9P	-T-----	1:00	1	\$28,000.00	P-2	0.00	NM	1	\$28,000.00
				NCIS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-T-----	1		\$28,000.00		0.00						
E 19	WUSA	09/19/12	09/19/12	Wed Prime C	CM	930-11p	--W----	1:00	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
				Big Brother (Season Finale)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--W----	1		\$14,000.00		0.00						
													Totals	73	\$201,100.00